



University of Nicosia, Cyprus

<b>Course Code</b> MKTG-330	<b>Course Title</b> Marketing and Social Responsibility	<b>ECTS Credits</b> 6
<b>Department</b> Marketing	<b>Semester</b> Spring	<b>Prerequisites</b> MKTG-291
<b>Type of Course</b> Major Requirement for the Marketing Programme & Elective for all other Business Programmes	<b>Field</b> Marketing	<b>Language of Instruction</b> English
<b>Level of Course</b> 1 <sup>st</sup> Cycle	<b>Year of Study</b> 3th	<b>Lecturer</b> Dr Marlen Demetriou
<b>Mode of Delivery</b> face-to-face	<b>Work Placement</b> N/A	<b>Co-requisites</b> None
<b>Recommended Optional Programme Components:</b> N/A		

**Objectives of the Course:**

The course emphasizes the need for a new strategic decision making approach within a firm based on the Societal Marketing Orientation. The whole theory is based on the fundamentals of marketing with emphasis on the “social”, “cause” and “values-based” marketing.

**Learning Outcomes:**

- After completion of the course students are expected to be able to:
1. To evaluate the need for an enlightened Marketing Strategy
  2. To demonstrate that a business is a part of an interactive system and that a manager needs to adopt dynamic forces in order to build a successful business –society relationship. To describe a company’s market and non-market stakeholders
  3. To assess a company’s market and non-market stakeholders and to be able to use competitive intelligence that can benefit the business and the society.
  4. To explain the concept of Corporate Social Responsibility and to be able to argue for or against the argument that a business has an obligation to all its stakeholders.
  5. To explain the concept of “Corporate Citizenship” and to identify where a business stands in its corporate citizenship development
  6. To critically analyze why businesses should act ethically, to know the code of ethical conduct as well as the stages of moral reasoning. To be in a position to promote an ethical environment in his/her workplace.
  7. To evaluate the new pressures on scarce resources and to analyze the concepts of sustainable development and green Marketing. To identify the role of Marketing to the earth’s ecosystem.
  8. To identify the rights of a company’s stockholders, in alliance with the rights of the company’s employees, customers and all its non-market stakeholders. Must be in a

position to understand the need for a business to act proactively in securing all its stakeholders' rights in order to avoid government intervention.

9. To prepare a 4,000-5,000 word project on the Societal Marketing Strategy of a company or a brand of their choice.

### **Course Contents:**

#### **1. Corporations in Society.**

(introduces the core argument that business and society are part of an interactive system and discusses the competing theories of the purpose of the modern firm)

#### **2. The Stakeholder Theory of a Firm**

(Introduces some of the dynamic forces that are shaping the business and society relationship. It also analyzes the market and non-market stakeholders and the nature of interest and the nature of power each stakeholder has on the business)

#### **3. Corporate Social Responsibility.**

(introduces the basic meaning of CSR, the charity and the stewardship principle which are the foundations principles of CSR)

#### **4. Corporate Citizenship**

(Introduces the basic meaning of the Corporate Citizenship principle, the stages of the principle and its limits. It also introduces the Global Audit Social Standards)

#### **5. Ethics in Business**

(The meaning of ethics is analyzed; the need for businesses to be ethical, observation of unethical behavior at work is analyzed. Also the three methods of ethical reasoning will be explained)

#### **6. Business and Government in a Global Society**

(the business ethics across organizational functions will be explained with reference to the different professional codes of conduct)

#### **7. Business and Environmental Issues**

(the concept of sustainable development will be analyzed, the major threats in the ecosystem will be explained, and the steps the global community can take to reduce ecological damage will be analyzed)

#### **8. Green Marketing**

(How businesses can best manage environmental issues will be explained. The concept of Green Marketing will be analyzed and how businesses must consider the environmental management as a competitive advantage)

#### **9. Corporate Philanthropy**

(The concept of corporate philanthropy is analyzed and its development through the years will be explained. Its advantages and disadvantages will be explained too.)

#### **10. Cause Related Marketing.**

(The concept of CRM is explained. Its value to businesses as well as to their social partners is analyzed)

#### **11. Stockholders rights and corporate governance**

(Who are the stockholders, what are their objectives and their legal rights. Government protection of stockholder interests)

#### **12. Consumer protection**

(The interests of Consumers and their rights are explained as well as the government protection policies of consumer interests. Product liability-laws and regulations)

### **Learning Activities and Teaching Methods:**

Lectures, Discussions with class participation and group projects.

**Assessment Methods:**

Project, Mid-Term Test, Final Exam, Class Participation.
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**Required Textbooks/Reading:**

<b>Authors</b>	<b>Title</b>	<b>Publisher</b>	<b>Year</b>	<b>ISBN</b>
Anne T. Lawrence, James Weber and James Post	<i>Business and Society</i>	McGraw Hill	2005	0-07- 111150-6

**Recommended Textbooks/Reading:**

<b>Authors</b>	<b>Title</b>	<b>Publisher</b>	<b>Year</b>	<b>ISBN</b>
Kotler P. Roberto N. Lee N	<i>Social Marketing: Improving the Quality of Life, 2<sup>nd</sup> Edition</i>	Sage	2006	0-7619-2434- 5